



# New Hampshire

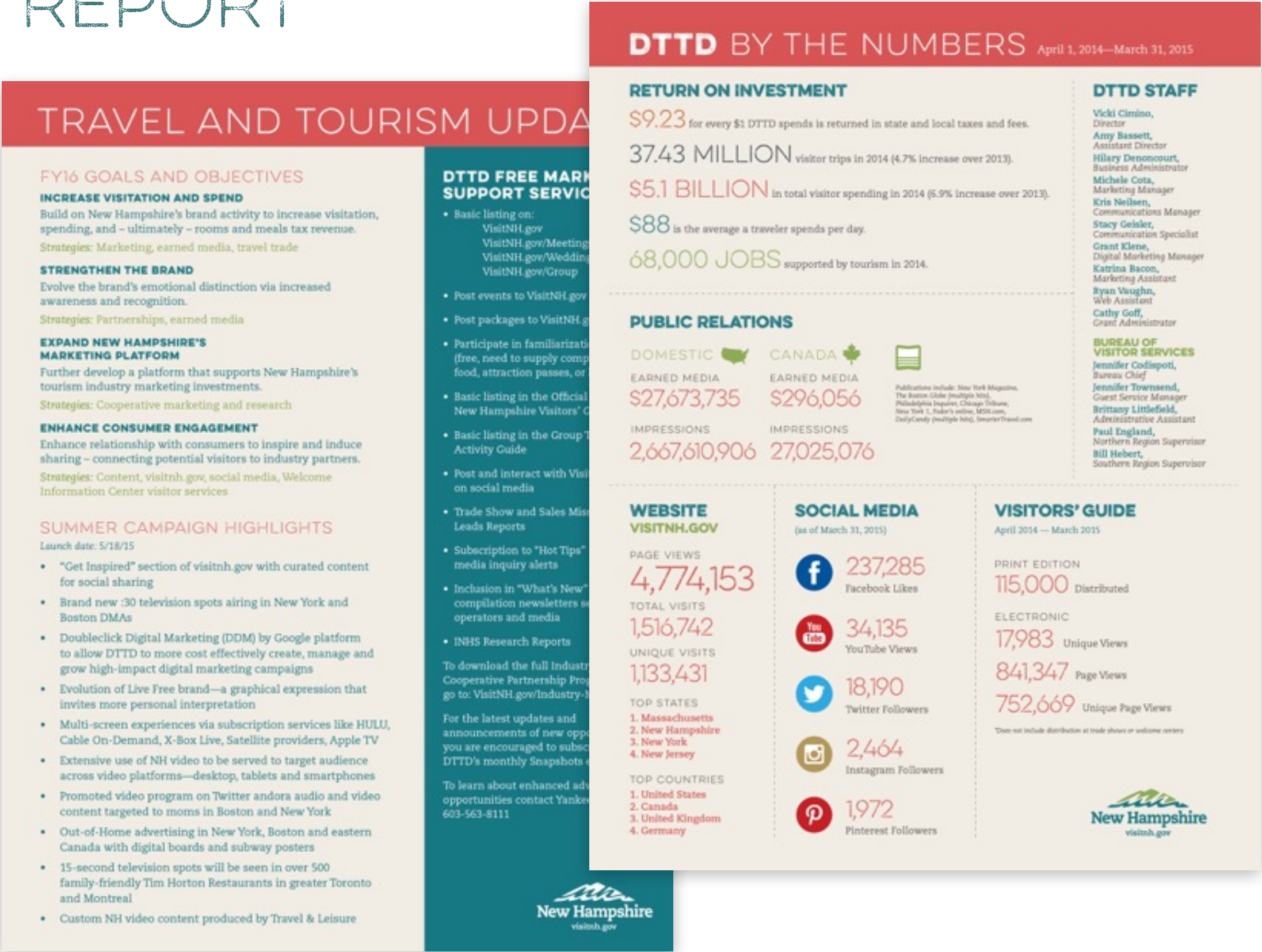
[visitnh.gov](http://visitnh.gov)

#LIVEFREENTH

# YEAR IN REVIEW



# ANNUAL REPORT





# 2015 CLASS ACT AWARD WINNER









# FY15 SUMMER CAMPAIGN

# SUMMER FORECAST

- 15.9 million traveler expected — 3% increase
- \$2.07 billion traveler spending — 3% increase
- 40% of all NH visitors are in summer
- Visitors originate from New England, Middle Atlantic States and Eastern Canada



# TARGET AUDIENCE & GEOGRAPHY

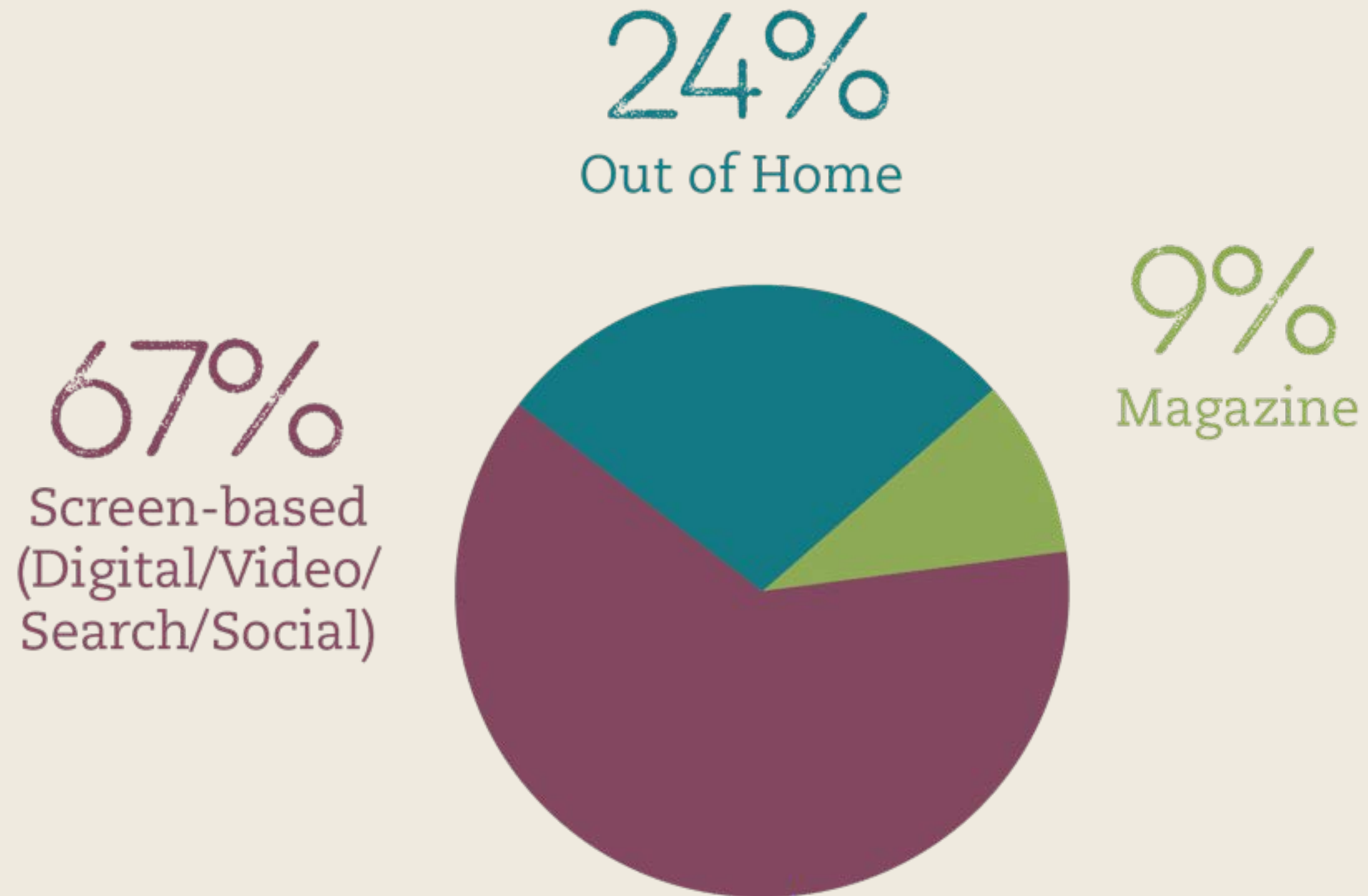
- Target Audience

- Upscale Women 25–64
- Upscale is defined as households with annual income of \$100K+

- Target Geography



# PLANNED PAID MEDIA MIX





# PERSONAS

## MILLENNIAL WOMEN AGE 25–34 (with child <18)

*Karen is a mom (married or single) with children ages 0-12 years old. Her first child is young, making her completely consumed by her children, while friends, health, and career are less of a priority.*



KAREN

### KAREN'S INTERESTS

- Camping
- Jogging – running
- Photography
- Swimming
- Yoga – pilates
- Any theme park
- Family vacation
- Hard cider

### TRAVEL PLANNING QUESTIONS

- Best family attractions?
- Rainy day escapes?
- Kid-friendly events?
- Nature activities for kids?
- Deals and packages?

# PERSONAS

## MILLENNIAL WOMEN AGE 25–34 (no children)

*Kylie is married or in a relationship where home and family are now more of an interest to her. She is loyal to brands that “get her”.*



KYLIE

### KYLIE'S INTERESTS

- Bicycling
- Sailboating
- Camping
- Hiking – backpacking
- Jogging – running
- Photography
- Swimming
- Yoga – pilates
- Comedy club
- Dance or ballet performance
- Any theme park

- Adventure vacation
- Family vacation
- Getaway weekend
- Hard cider

### TRAVEL PLANNING QUESTIONS

- Places to hike?
- Best campgrounds?
- Concerts and events?
- Cool places for yoga?
- Places to getaway?



# PERSONAS



KATE

## GEN X WOMEN AGE 35–44 (with child <18)

*Kate is a mom (married or single). She has school-aged children and focuses on family and home, but friends and spouse relationship becomes more of a priority as her children require less of her attention.*

### KATE'S INTERESTS

- Jogging – running
- Yoga – pilates
- Dance or ballet performance
- Health/wellness expo
- Any theme park
- All-inclusive resort
- Family vacation
- Getaway weekend
- Theme park vacation
- Wine

### TRAVEL PLANNING QUESTIONS

- Rainy day escapes?
- Nature activities for kids?
- Summer vacation things to do with kids?
- Best family-friendly attractions?
- Girls getaway weekend ideas?

# PERSONAS

## GEN X WOMEN AGE 35–44 (no children)

*Kathy is a single female who is adventurous, independent, relies on digital media for information, is experimental, focused on personal development, beauty, fashion, travel, sports, technology, and pop culture.*



KATHY

### KATHY'S INTERESTS

- Bicycling
- Sailboating
- Yoga – pilates
- Antique show auction
- Art gallery
- Comedy club
- Country music concert
- Dance or ballet performance
- Harbor cruise
- Health/wellness expo
- Live theater Off-Broadway
- On Broadway
- Rock concert

- Any paid music concert
- Adventure vacation
- All-inclusive resort
- Spa vacation
- Hard cider
- Wine

### TRAVEL PLANNING QUESTIONS

- Concerts and events?
- Theatre productions?
- Places for a spa vacation?
- Where to go sailing and see art?



# PERSONAS

## BOOMER WOMEN AGE 45–54 (with child <18)

*Kara is a mom (married or single). Her children are probably in middle school to high school. Her focus is still on her children, but also on her friends and relationship as well as self development.*



KARA

### KARA'S INTERESTS

- Sailboating
- Gardening
- Hiking – backpacking
- Swimming
- Tennis
- Yoga – pilates
- Country music concert
- Dance or ballet performance
- Harbor cruise
- Any theme park
- All-inclusive resort

- Family vacation
- Theme park vacation
- Wine

### TRAVEL PLANNING QUESTIONS

- Where can I vacation with my family off the grid?
- Are there surf, skating and swim camps for my kids?
- Tax-free shopping for back to school, where?
- Places for a spa vacation?

# PERSONAS

## BOOMER WOMEN AGE 45–54 (no children)

*Kristen is single (with or without children). She is experienced and practical in choosing brands, so brand credibility helps. She is independent and focuses on leisure, wellness, and her career.*



### KRISTEN'S INTERESTS

- Gardening
- Sailboating
- Yoga – pilates
- Antique show auction
- Comedy club
- Country music concert
- Harbor cruise
- Health/wellness expo
- On Broadway
- Rock concert
- Any paid music concert
- Cultural/educational vacation

- Getaway weekend (Events)
- Spa vacation
- Wine

### TRAVEL PLANNING QUESTIONS

- Tell me about antiquing in New Hampshire?
- Are there garden workshops in New Hampshire?
- Health/wellness expos?
- Country music concerts?

# PERSONAS



KEITH

## **FAMILY MEN AGE 30–45 (with child <18)**

*Keith is a dad with an income of \$65K–100K in an urban or suburban area. He has children and focuses on family, home, and his career. He is looking for family-friendly travel with a sense of adventure and education.*

### **KEITH'S INTERESTS**

- Bicycling
- Camping
- Jogging
- Zoo
- Any Theme Park

### **TRAVEL PLANNING QUESTIONS**

- What's happening this weekend?
- How far in advance should we plan?
- Are there rooms available?
- What should we bring?
- What are the weather conditions?
- Are there any specials/deals?



# PERSONAS



KEVIN

## ADVENTURER MEN AGE 25–40 (no children)

*Kevin is an outdoor adventurer with an income of \$35K–\$80K in urban areas or northern MA, NYC, or RI. He likes to find the best, most challenging or unique destinations for engaging in his favorite outdoor activity.*

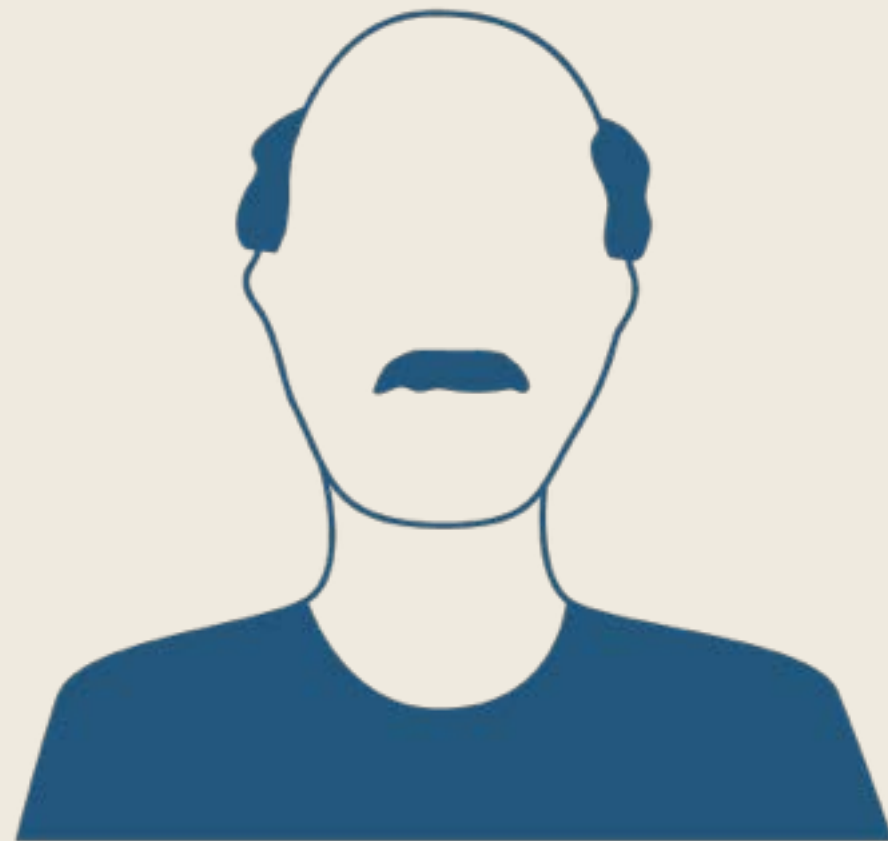
### KEVIN'S INTERESTS

- Bicycling
- Boating
- Camping
- Hiking/Backpacking
- Jogging
- Comedy Club
- Country Music

### TRAVEL PLANNING QUESTIONS

- What's the best hike in spring/summer/winter/fall?
- What's the most challenging hike/ride/trail run?
- What's the best view?
- Where is the single most unique experience

# PERSONAS



KEN

## RETIRED MEN AGE 64+ (no children)

*Ken is a retiree with an income of \$100K in suburban MA, NH, or FL. He likes to plan ahead and requires information in a timely manner. He is looking for good value in a trip that is not too strenuous.*

### KEN'S INTERESTS

- Boating
- Fishing
- Gardening
- Golf
- Hunting
- Photography
- Sailboating
- Antique Show or Auction
- Art Gallery
- Art Museum

- Harbor Cruise
- NASCAR
- Other Music Concerts (jazz, classical)

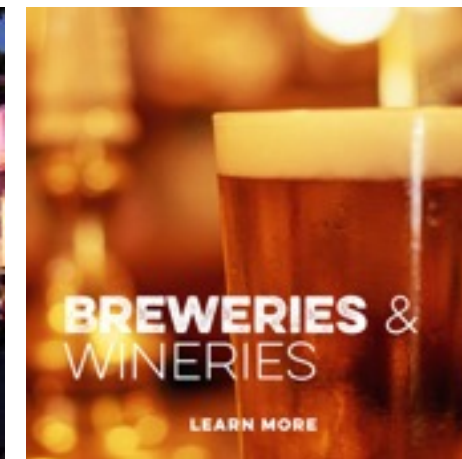
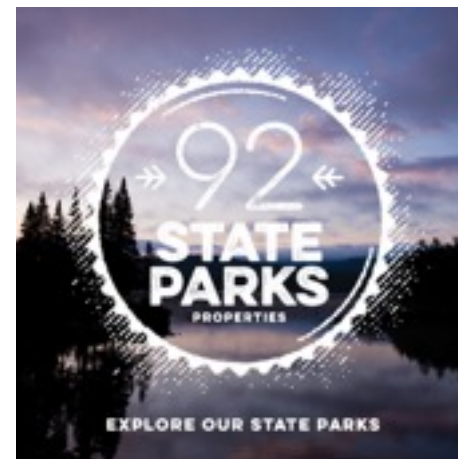
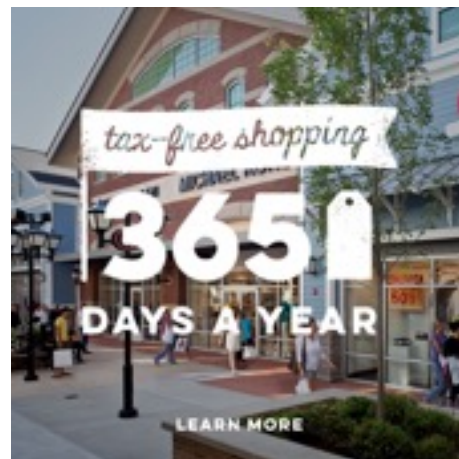
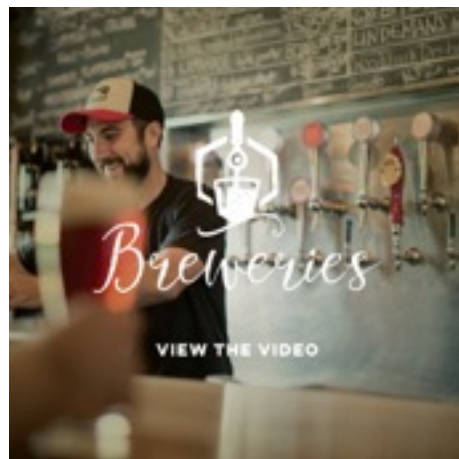
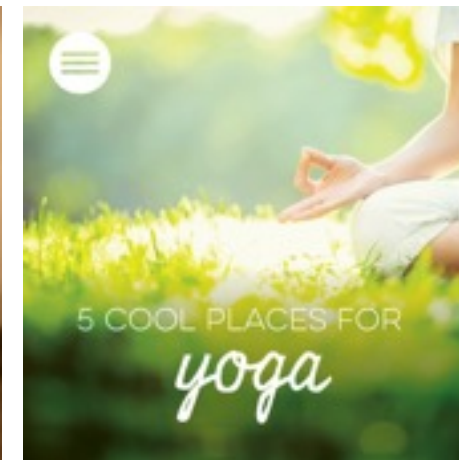
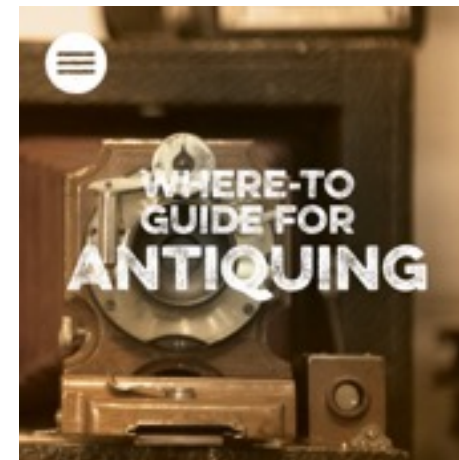
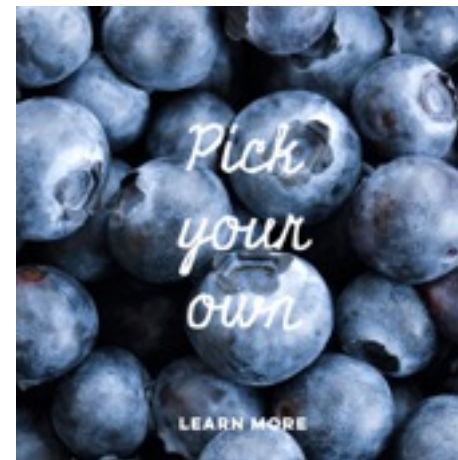
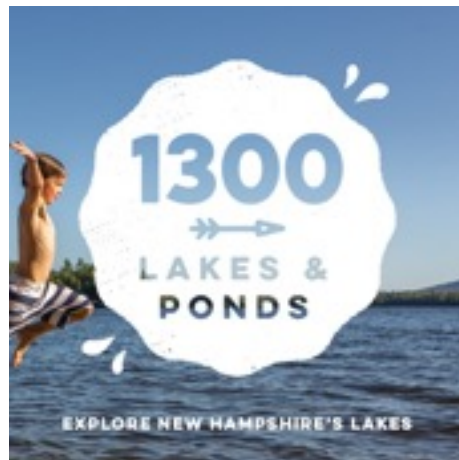
### TRAVEL PLANNING QUESTIONS

- When is peak foliage?
- Where can I see the best foliage?
- What are the most scenic drives?
- What time does it get dark (for driving)?

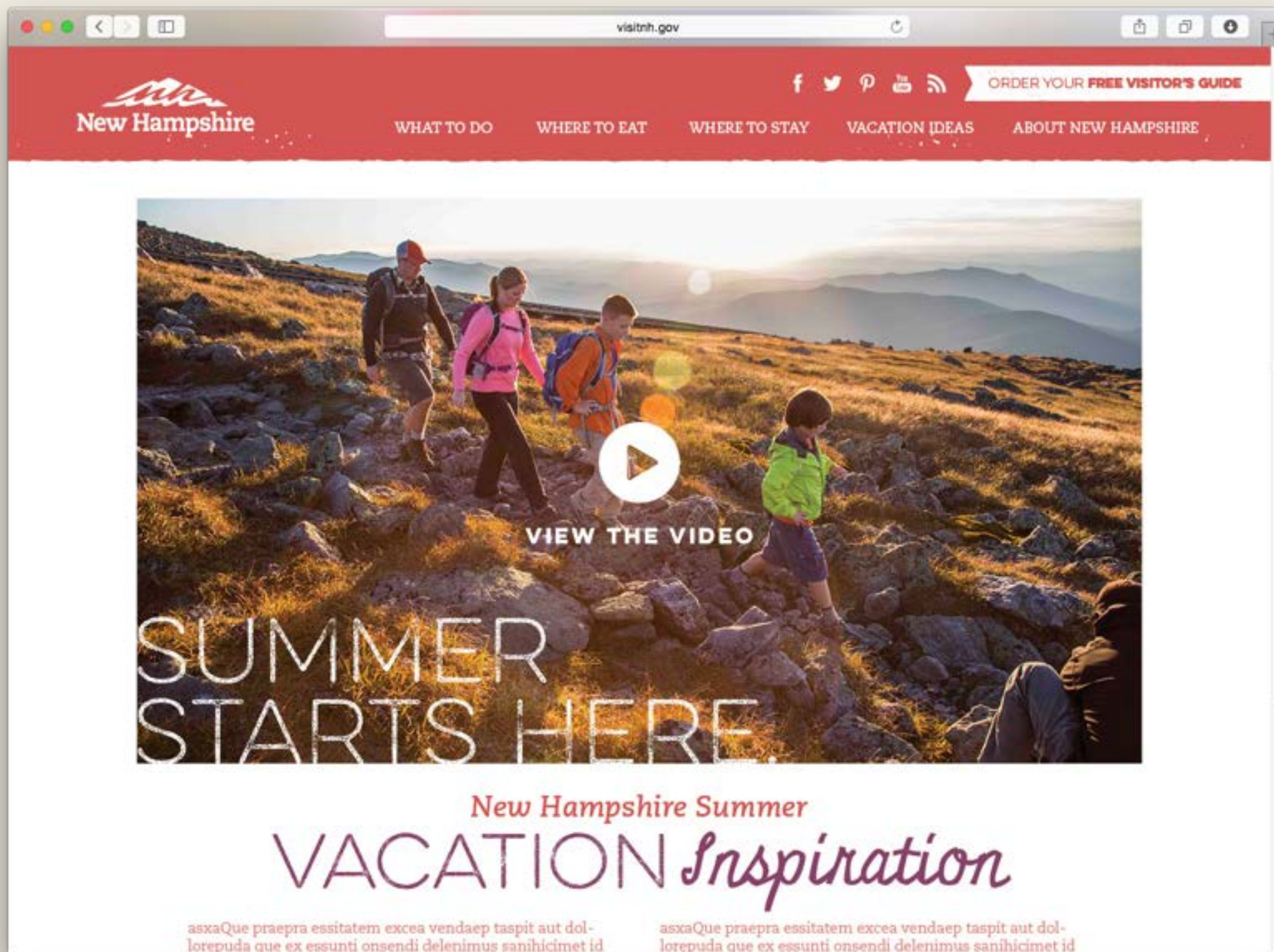


# GET INSPIRED

## THIS SUMMER 2015









PRINT ADS

**MORE**  
FOR WOMEN OF STYLE & SUBSTANCE

**T**  
THE NEW YORK TIMES  
STYLE MAGAZINE

*YANKEE*  
NEW ENGLAND'S  
MAGAZINE

**Better  
Homes**  
and Gardens.

**TRAVEL+  
LEISURE**

**TRADITIONAL  
HOME**

**FamilyFun**





# DIGITAL TRANSIT VIDEOS





# PRINT TRANSIT





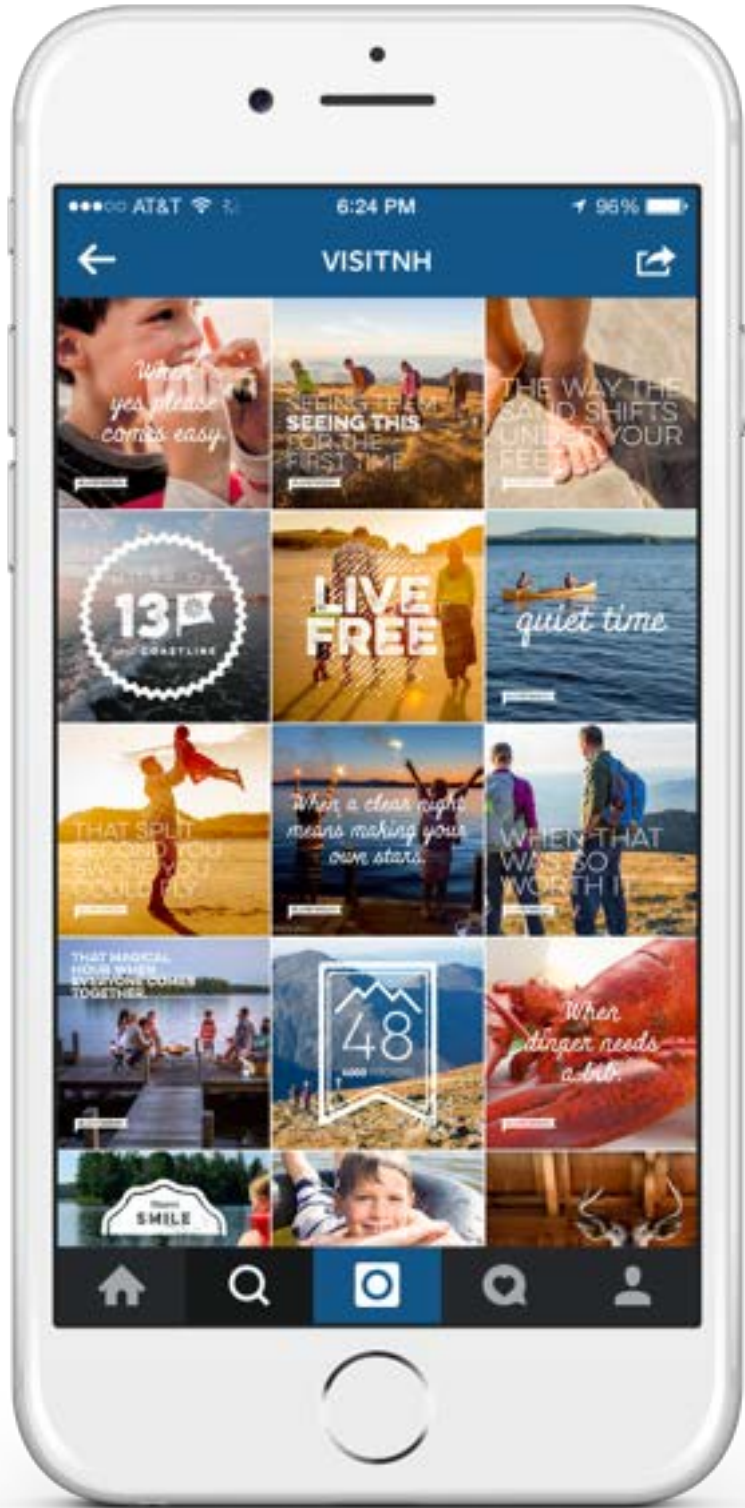
# SOCIAL MEDIA: 100 DAYS OF SUMMER IN NH

New Hampshire will set out to showcase the varied adventures and activities to their visitors during the 100 days of summer. New Hampshire will post inspirational travel photos, trivia, itineraries and more on social media platforms with #livefreenh. Two or three posts each week will be boosted for greater awareness.

## #LIVEFREENH

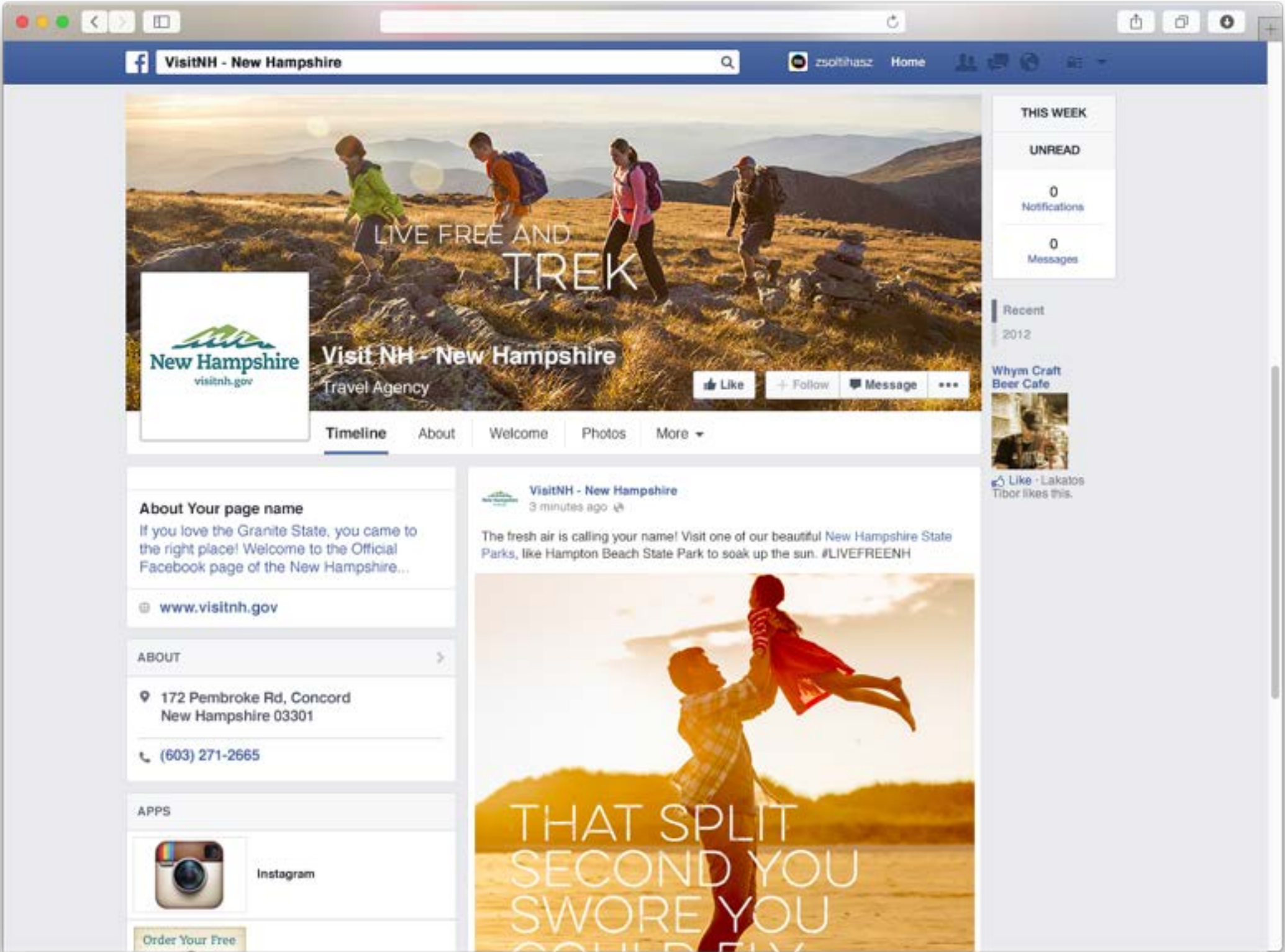
- **Monday Moments**  
DTTD shares summer campaign imagery (branded summer)
- **Trivia Tuesday**  
Guess the location of the unnamed photo—hidden gems—and enter to win!
- **Weekend Wednesday**  
Trip inspiration for the upcoming weekend (events, weather, things to do)
- **Thrilling Thursday**  
Outdoor adventures: zip line, rock climbing, surfing, jet skiing
- **Family Friday**  
Family fun activities
- **State Park Saturday**  
Highlight a state park and adventures for that day, camping and activities
- **Scenic Sunday**  
Post a scenic image from New Hampshire

# INSTAGRAM

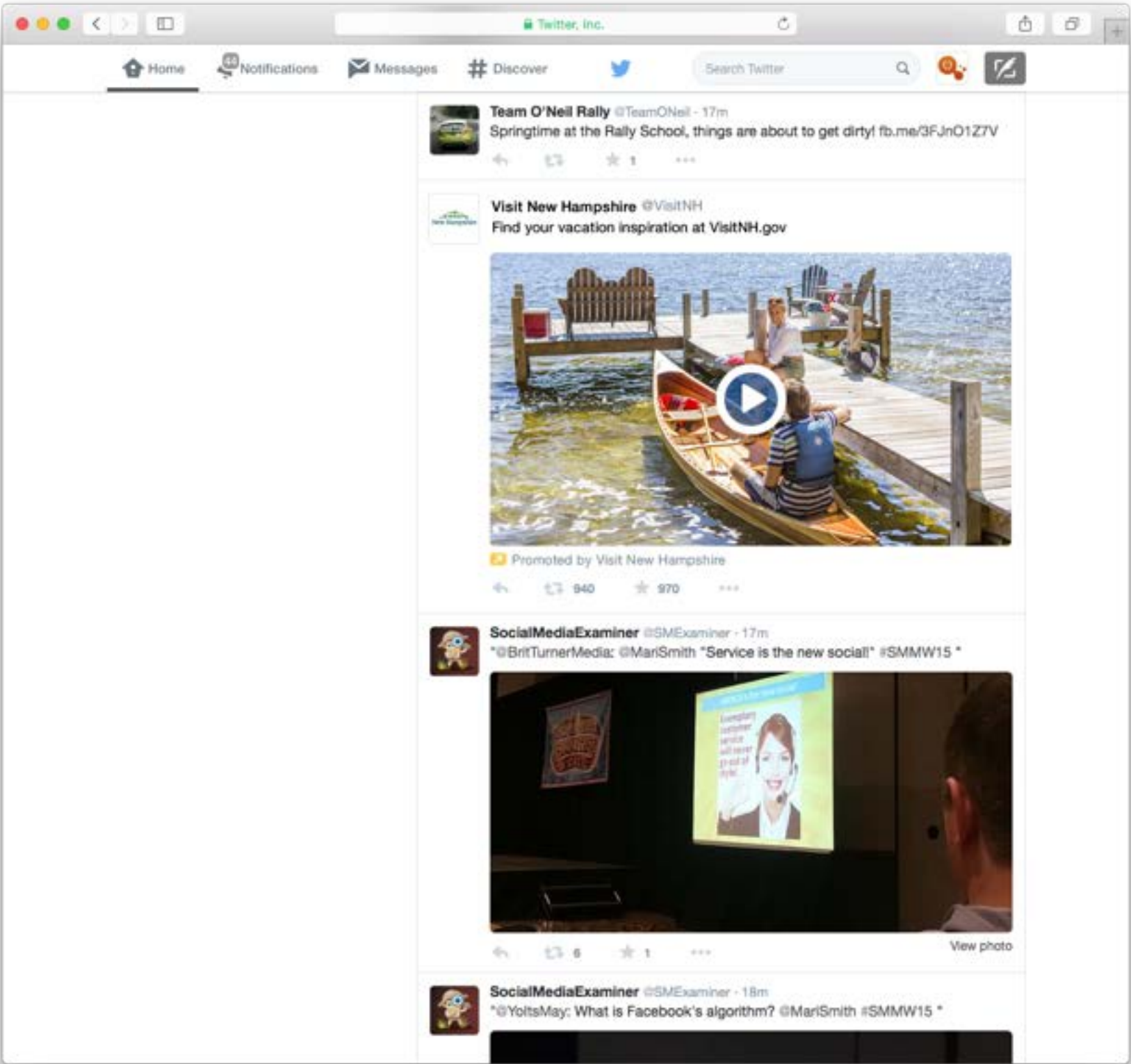




# FACEBOOK



# TWITTER





# DIGITAL – TV EVERYWHERE





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hulu.com

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21 minutes left

**FOX** New Girl Walk of Shame

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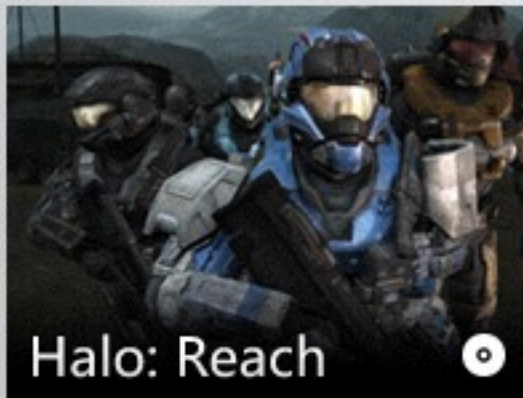
FIND YOUR VACATION INSPIRATION AT [VISITNH.GOV](#)

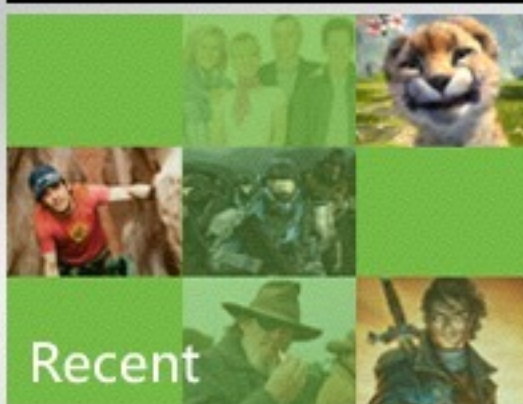




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New Hampshire  
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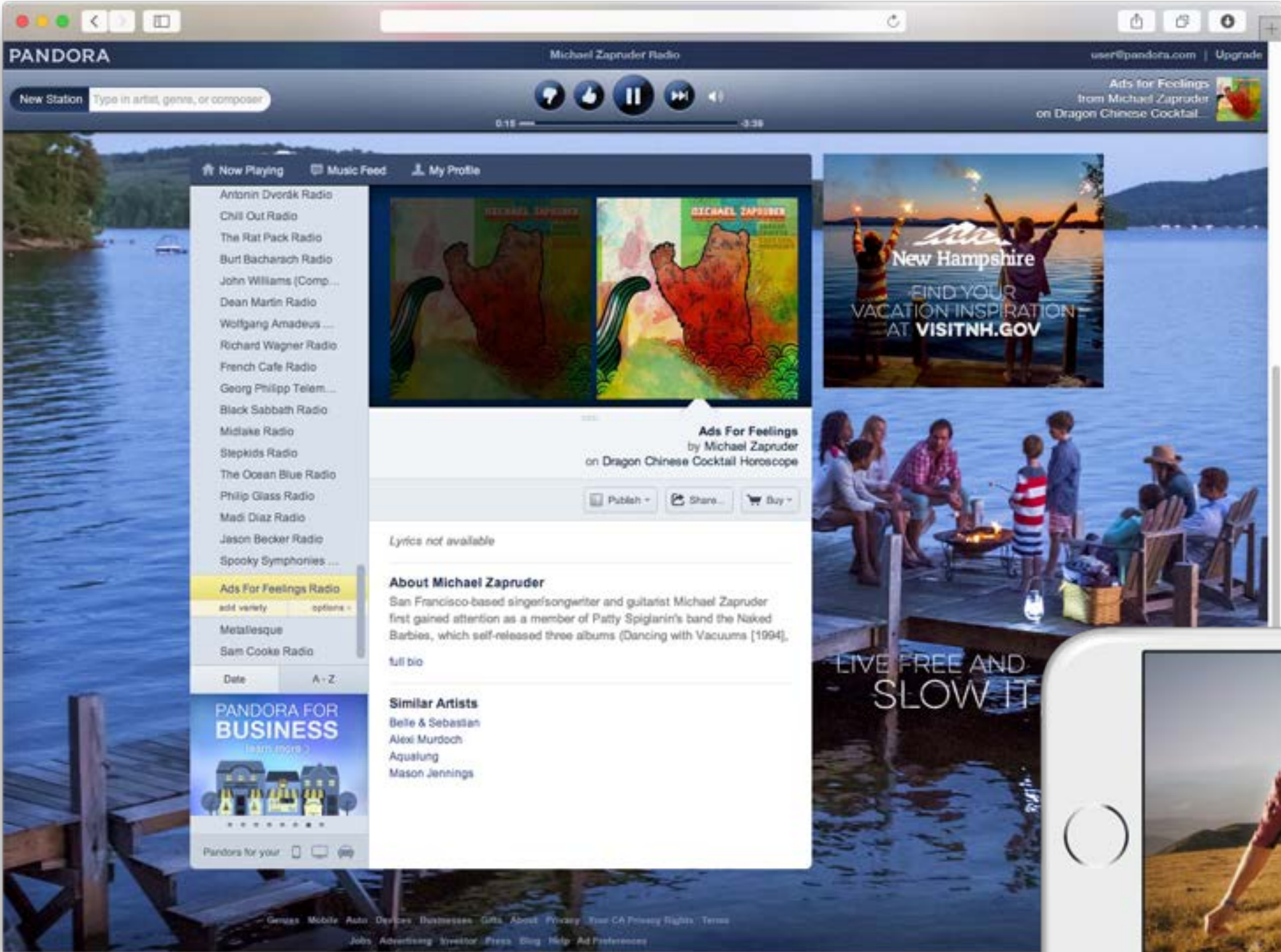
 10  
Friends

  
Family Cent

  
Sign In/Out



# PANDORA

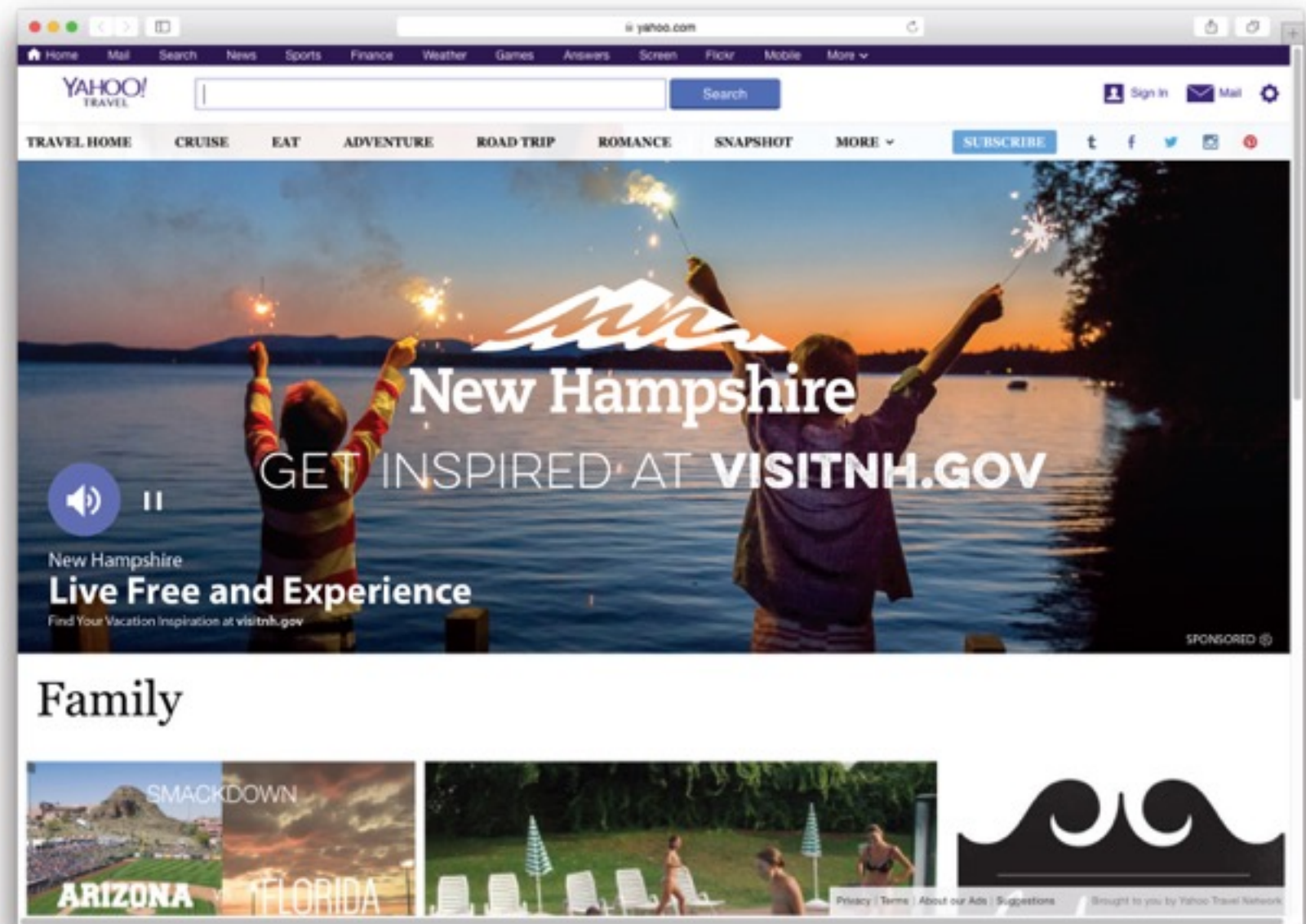
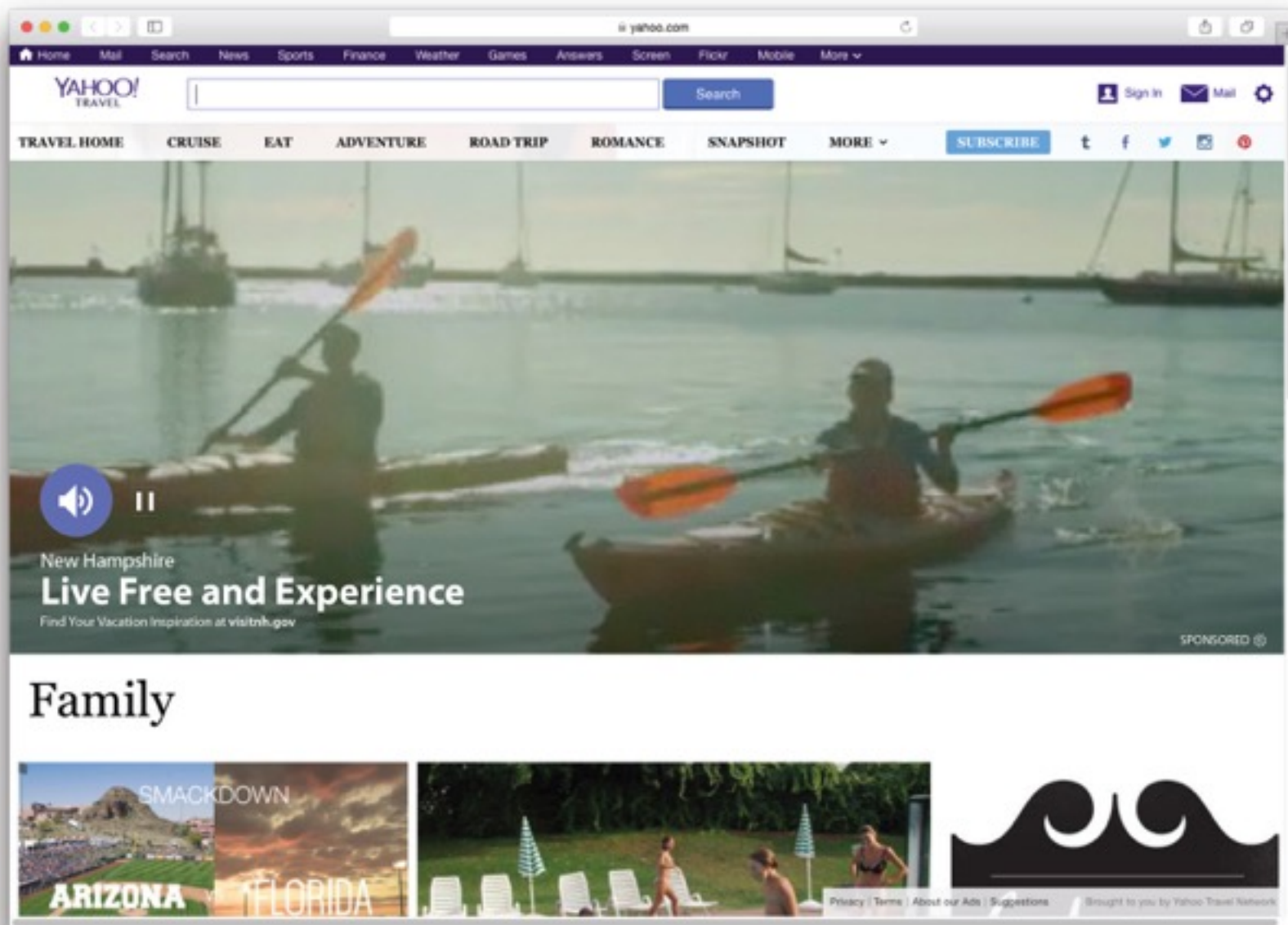






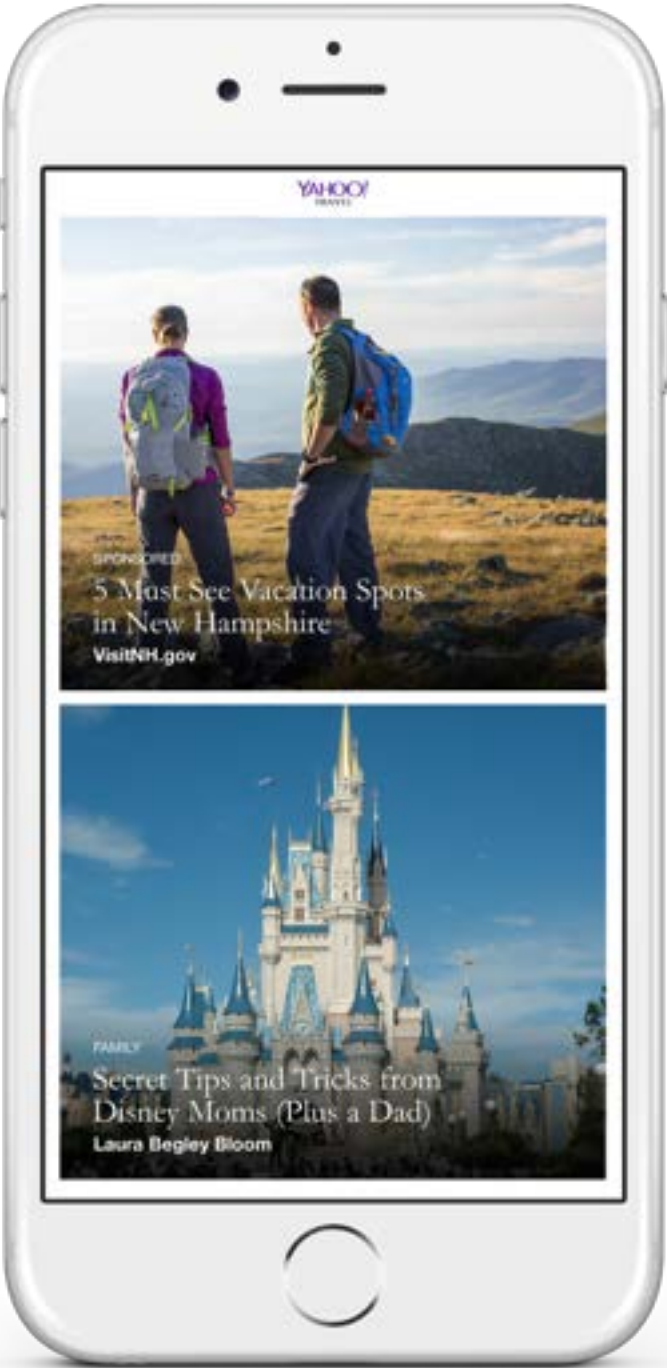
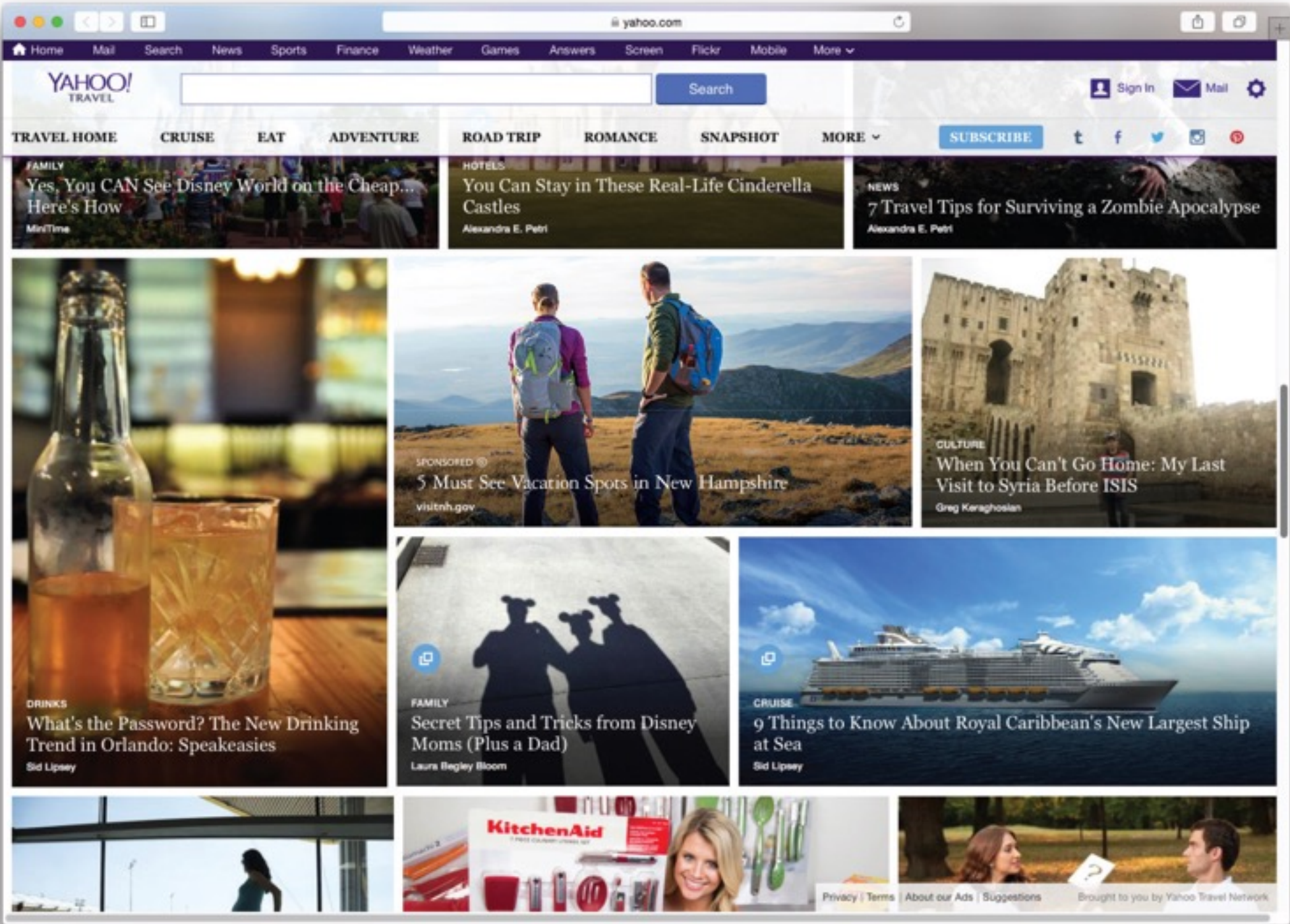


# YAHOO! SPLASH AD

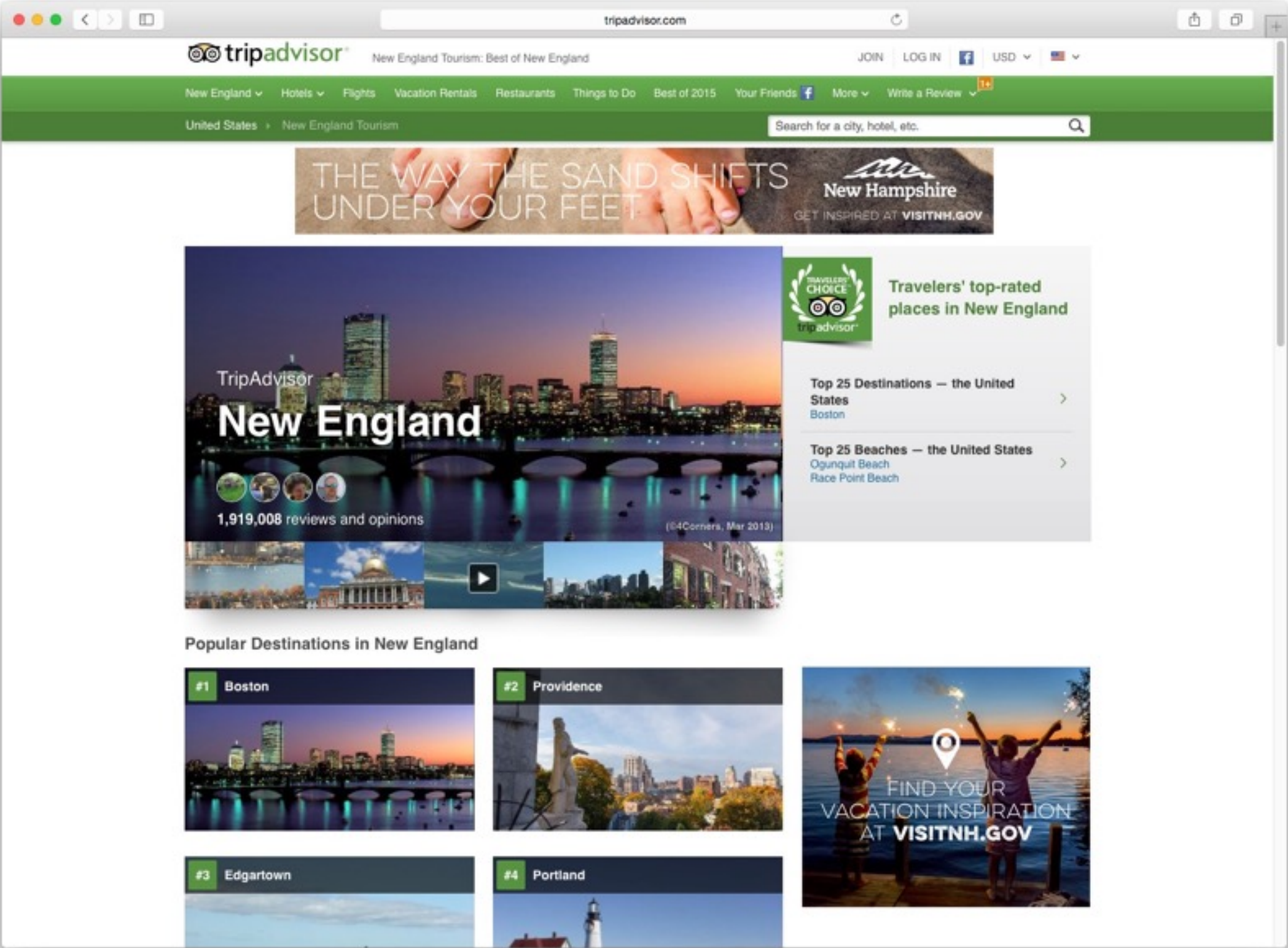




# YAHOO! GEMINI AD







# CANADA

- Targeted placements on travel, news and lifestyle websites
- Tim Hortons in-restaurant TV network
- Transit posters and digital screens





# CANADA



*Transit posters and digital screens*



*Tim Horton's in-restaurant TV network*



# BROADCAST TV



the goodwife



SATURDAY  
NIGHT  
LIVE



extra

modern family



JEOPARDY!





# BEHIND THE SCENES







# New Hampshire

[visitnh.gov](http://visitnh.gov)

#LIVEFREENTH